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Bootstrap Brewing Expands Distribution in Colorado and Enters Wyoming

Flagship Insane Rush IPA, which saw 50-percent sales growth in 2020, among the Bootstrap lineup now available in new markets



Longmont, Colo., March 10, 2021 — Beer lovers in Durango, Colo., and across central and western Wyoming can celebrate a new lineup of craft beers hitting shelves this month from Colorado's Bootstrap Brewing Company. Fans should look forward to seeing the unique Bootstrap can art, which features eye-catching animal illustrations and bright colors, on shelves in retailers near them in both markets.

Beers to try include the brewery's flagship Insane Rush IPA, which grew sales 49.92-percent year-over-year in 2020**, and its 12-can Party Pack that features five award-winning craft beers and the popular Sparkalicious hard seltzer. Insane Rush won the most recent USA Beer Ratings awards for Gold, Best Value, and Best Packaging.

Bootstrap, which produced a total of 8,821 bbls in its Longmont, Colo.-based brewery in 2020, has seen success in its home markets. The brewery reports a 541-percent increase in barrels produced since 2015.*

“Last year, we added three 90-barrel fermenters to the brewhouse and we’ve been able to increase manufacturing capacity by 50 percent, improve the speed of our canning process, buy equipment for R&D projects, and implement production software,” says Bootstrap co-owner and founder, Steve Kaczeus. “We’re excited to look to the future.”

Partnering with A&L Coors Distributors in Durango, Colo., and Western Distributing throughout western Wyoming, Bootstrap marks its first expanded distribution of 2021 and its initial step out of Colorado.

“We love having the opportunity to put our craft beers in the hands of beer lovers, and the response from beer lovers in Colorado has been amazing,” says Kaczeus. “It’s exciting for us to partner with Western Distributing and share our love of brewing with Wyoming.”

Data Sources:

**Internal Brewery Shipments*

***Colorado IRI Food*

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About Bootstrap Brewing Company

Home to best selling and award winning craft beers such as Insane Rush, Lush Puppy, Stick’s Pale Ale, Chillax, and Wreak Havoc, Bootstrap Brewing is an independent, adventurous brewery in Colorado dedicated to producing a wide range of ales and lagers. More information can be found on our website at <http://www.bootstrapbrewing.com>.

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